CEC Entertainment

Where a Kid can be a Kid

May 5, 2006

Chuck E. FOCUS



thought of the week...



The difference between impossible and possible lies in a person's determination...

Tommy Lasorda

Inside this issue:

IN THE SPOTLIGHT

Make Magical Hospitality Conyers, GA #602
Southern Region ~ Tom Mallindine's District
Great Leadership From GM ~ Mike Camilot

I recently visited your **Conyers, GA** store and was greeted and treated like I was the most important person in the world. The person at the front said hi and bye, but the game room attendant made sure that my children had a great time. He was generous with all my wants and made sure that I got everything I needed.



I just want to say that I will return to this Chuck E. Cheese's in the future. In the meantime, if you could please thank the game room guy for me.

Thanks,

Jabari

Making Magical Hospitality



Magical Hospitality Muskegon, MI #829
Midwest Region ~ Bill Pressel's District
Great Leadership From GM ~ Nikki Ornelas

I had a birthday party for my 7 year old daughter at the Muskegon, MI store and I just wanted to take the time to commend the staff for a job well done. I wasn't expecting the level of service that I received. It was well organized and the young lady who hosted our part was fantastic. She served the kids pizza and refilled their cups, organized the entire evening and kept the party moving. I was very pleased and will definitely book another party in the future. I have already let my friends know how pleased I was. The staff and the hostess in-particular really represented your company well and deserve to be commended.

Thanks soo much,

Jennifer

Human Resources Corner

Just a few housekeeping items:

1. For those states that require work permits for minors, when a cast member leaves the company you must return their work permit to the employee.
2. When someone is promoted from a Cast Member/Coordinator to a management position, his or her personnel file must be forwarded to the Human Resources Department in the Support Center.
3. All terminated Employee files MUST be forwarded to the Human Resources Department in the Support Center on a timely basis, preferably within 2 weeks of the termination.
4. Please review your I-9 forms for any documents that may need to be updated upon expiration. For example: Visas, I-94s, Resident Alien Cards, etc.

The Human Resources Department would like to take this opportunity to congratulate the following units for having a perfect score with "0" violations in their recent Department of Labor audits:

El Monte California unit #428

North Olmstead Ohio unit #559.



Way to go folks keep up the good job!

Please contact Human Resources at ext. 5433 if there are any topics you would like to see addressed in the Human Resources Corner.

Compliments

Week Ending April 30, 2006

Midwest Region:

793,829, 67

Western Region:

322, 461, 390, 315, 322, 409

Southern Region:

90, 935



Northern Region:

488, 528, 520, 552

Southeast Region:

602, 450, 2~372, 719

WEEK 17

TOP TEN SALES VOLUME

LOCATION	VOLUME
1. # 446 Bell, CA	$89,759
2. #418 Sun Valley, CA	$82,401
3. #523 Bronx, NY	$68,747
4. #377 Lynwood, CA	$64,429
5. #439 National City, CA	$62,516
6. #453 Ventura, CA	$62,442
7. #634 Glendale, CA	$62,434
8. #465 Torrance, CA	$58,326
9. #522 Brooklyn, NY	$57,854
10. #472 Manchester, NH	$55,902

Complaints

Week Ending April 30, 2006

Midwest Region:

2~931, 793, 319, 713

Western Region:

200, 41, 329, 440, 115, 441, 414, 333

Southern Region:

90, 592, 691, 340, 416, 310, 928, 949, 32, 2~709, 48

Northern Region:

522, 542, 755, 472, 520, 527, 628, 535, 536

Southeast Region:

402, 532, 663, 455, 658, 79, 2~403, 79, 954, 430

TOP TEN SALES INCREASE

LOCATION	% INCREASE
1. #888 Towne South, OK	59.3%
2. #734 Houston-Inwood, TX	45.6%
3. #937 Amarillo, TX	44.3%
4. #591 Houston-Gulfgate, TX	34.0%
5. #589 Anchorage, AK	30.5%
6. #891 Tulsa-Crossing Oaks	28.4%
7. #33 Houston-Copperfield	28.2%
8. #691 Houston-Pasadena,	27.6%
9. #731 Houston-Memorial	22.4%
10. #749 Joplin, MO	20.4%

Marketing Update

We are participating in the following cross promotions beginning in June:





Kraft Macaroni & Cheese
Product will be on retail shelves 6/1/06 – 7/12/06 with the following offers:

Single box:

10 free tokens with any food purchase - #186

$17.99 package deal – large pizza, 3 drinks, 30 tokens - #183

Multi-Pak:

10 free tokens with any food purchase - #186

$18.99 package deal – large pizza, 4 drinks, 30 tokens - #184

Buy 30 tokens get 30 tokens free - #331

Coupons expire **10/31/06**

Cinemark Calendar
The coupons are in Cinemark movie calendars which have been available in all of their theaters since January and may be purchased for $1.00 with the purchase of a large Coke. Our coupon is featured on the June calendar page with the following offer:

35 free tokens with the purchase of a large pizza - #117 **Coupons expire 12/31/06**



The following is a new licensed product that will be in the marketplace beginning in June and sold in Dollar Tree stores:

Masterpieces Puzzles
Five free tokens with the purchase of a large pizza - #319 **Coupons expire 12/31/07**



All of these offers should be programmed into your registers. If not, please contact Ryan Ridder at extension 5417 to have them added.

If you have any other questions about these offers please contact Brenda Holloway at extension 4222.

Prize Category Change

The 100 Memo prize is changing to the 100 Necklace prize. You will see this change on your DFI order sheet

New Limited Edition Chuck E.

Sailing in for the summer is the new LEC Pirate Chuck E.

You will the LEC Pirate Chuck E. the next time you order the $6.99 LEC plush through DFI.

Display the LEC Pirate Chuck E. in the LEC basket located on the merch counter.



Tech Support Tips

CEC Entertainment

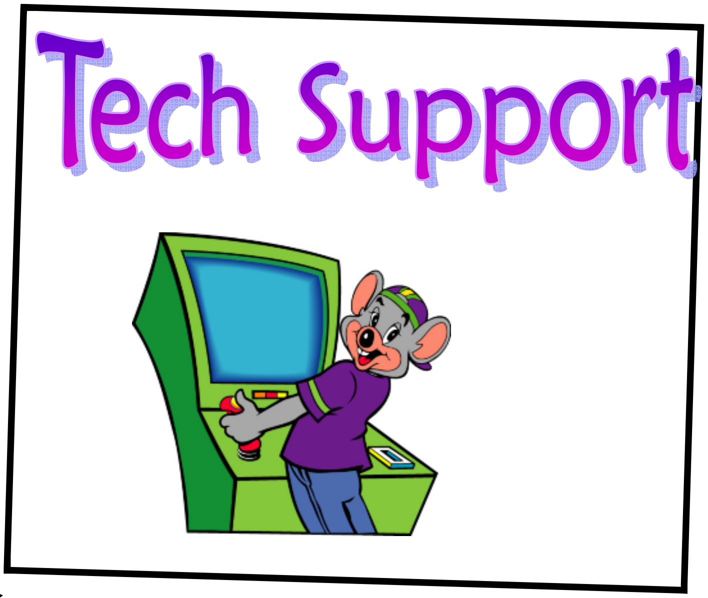
4441 W. Airport Frwy.
Irving, TX 75062

Phone: 972-258-8507
Fax: 972-258-4215
E-mail:
www.chuckecheese.com

Where A Kid can be A Kid

bbs.cecentertainment.com

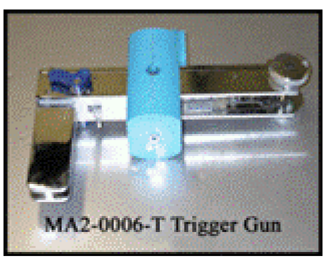
Check it out!!

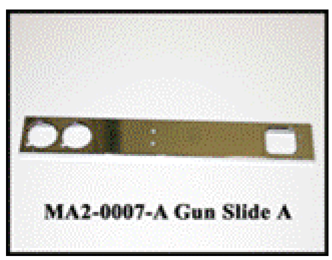


5 Star Redemption Gun Assemblies

Service Kits Available for the gun. These Kits can be ordered from Moss Distributing (800-659-6587) or from 5 Star Redemption directly (818-773-6057).

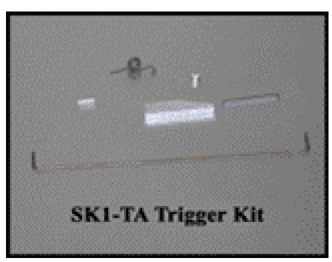
These are the most common items that fail on the gun.


MA2-0006-T Trigger Gun


MA2-0007-A Gun Slide A


SK1-CLA Cocking Lever Kit


SK1-PA Pawl Kit


SK1-TA Trigger Kit


MA2-0007-C Gun Slide C


MA2-0007-D Gun Slide D

CEC Entertainment

Chuck E. FOCUS

Where a Kid can be a Kid

May 12, 2006



Inside this issue:

thought of the week...



The reward of a thing well done is to have done it.

Ralph Waldo Emerson

IN THE SPOTLIGHT

Make Magical Hospitality Edina, MN #797
Midwest Region ~ Mike Graeber's District
Great Leadership From GM ~ Brian Johnson

I would like to take this opportunity to commend you on one of your employees, **Arletha**. I have been frequenting your establishment for some time and have never been treated as well as when **Arletha** is working. For the past few occasions when I bring my two young sons in to Chuck E. Cheese's, we have been lucky enough to have made contact with her at some point in our visit. We were there last Friday evening and from the time she took our order until we went to the prize counter, she made certain that my sons had an enjoyable stay. My oldest, who is 7 years old, even commented what a "nice lady" she was. I'm sure that dealing with "over-active" children for eight hours can be trying at times, however, she has always treated my sons as if they were the only ones there. **Arletha** is truly an outstanding associate and an asset to your company.



Cordially,

Robert

Making Magical Hospitality



Magical Hospitality Albany, NY #520
Northern Region ~ Emerson Curtis's District
Great Leadership From GM ~ Wayne Lemieux

Our visit was a surprise for our kids - my husband has never been to your restaurant. When our pizza came, we started to eat it until we grabbed the next slice and noticed that a previous diner had placed their gum on the tray and it was now baked under our pizza!! I asked a young man in a striped shirt if he could find the manager for me. He directed me to the manager and I honestly cannot say that I have ever been treated so fine by a restaurant. She completely understood how nasty this situation was, and refunded our entire bill. I was not expecting that at all. Meanwhile, my family was still hungry - and had tokens to use. She offered us another pie w/o charge. When that was delivered by the MANAGER, she again apologized - and I explained how surprised I was at having my entire receipt refunded - she said she would've expected nothing less had she been in our shoes. We had a great time, every staff member was pleasant and accommodating. I cannot say enough about my experience there. Previous visits had been for birthday parties, but future visits will not depend upon that! Thank you very much! **Kudos to the Latham Farms** location for wonderful professionalism and respect!

Human Resources Corner





TO BLOG OR NOT TO BLOG?

The growth of web logs, or "blogs" is increasing everyday. We have noted a fair number of instances in which our employees have created a personal web log that includes false or malicious statements about CEC or displays offensive pictures or videos of our CEC mascot. It is important for all employees to know that the CEC Business Ethics and Standards policy indicates that any employee that engages in any conduct that would cause CEC or any of our employees embarrassment, that creates the look of indecency, or that contributes to CEC or our employees being held in disregard is a violation to the policy. Violation of this policy may result in disciplinary action up to and including immediate dismissal from CEC.

Compliments

Week Ending May 7, 2006



Midwest Region:

331, 833

Western Region:

589

Southwest Region:

595, 81, 564, 857, 579, 48

Northern Region:

488, 625, 2~522, 499, 557, 534

Southeast Region:

64, 663, 762, 450, 420

Complaints

Week Ending May 7, 2006

Midwest Region:

97, 53, 713, 77, 947

Western Region:

41, 453, 423

Southwest Region:

950, 691, 592, 565, 454, 935, 583,
563, 598, 709, 562

Northern Region:

523, 468, 2~481, 528, 504, 101, 530

Southeast Region:

605, 2~ 99, 56, 382, 455, 615, 611, 607, 718, 79

WEEK 18

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell /Los Ang	$81,566
2	#418	Sun Valley /Los Ang	$69,536
3	#523	Bronx, New York	$68,325
4	#465	Torrance /Los Ang	$57,347
5	#522	Brooklyn, New York	$57,055
6	#634	Glendale	$57,017
7	#439	National City /San D	$56,682
8	#377	Lynwood, Ca	$56,094
9	#453	Ventura /Los Ang	$55,484
10	#410	Sacramento-Arden	$51,984

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#891	Tulsa-Crossing Oaks	63.3%
#749	Joplin, Mo	60.1%
#598	Katy, Texas	59.7%
#693	Slidell	59.5%
#706	Houma, Louisiana	59.1%
#435	North Miami	56.5%
#715	Lafayette	56.1%
#301	Fort Smith	55.3%
#609	Baton Rouge	54.3%
#935	Austin-Ben White	54.0%

MERCH UPDATE

New 1000 tix Standard

Since they have been selling like crazy,

the 1000 tix

Jumbo Puffer Ball

is now a 1000 standard.



CEC Entertainment

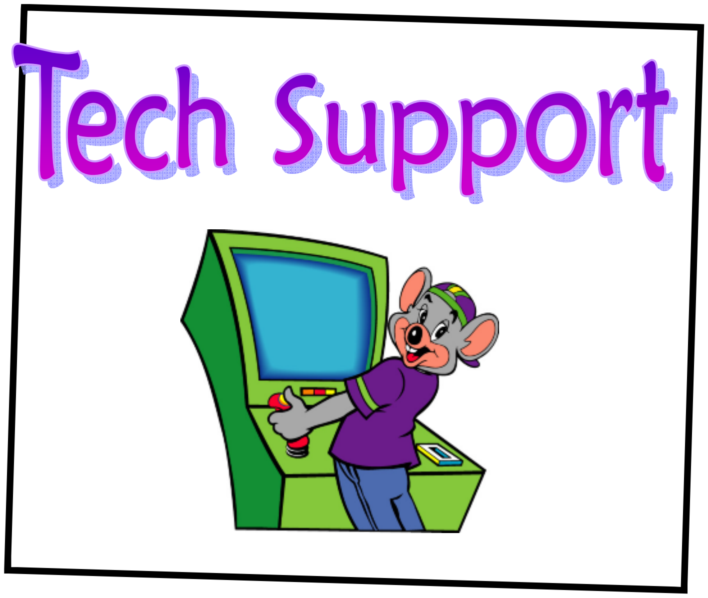
4441 W. Airport Frwy.
Irving, TX 75062

Phone: 972-258-8507
Fax: 972-258-4215
www.chuckecheese.com

Where A Kid can be A Kid

bbs.cecentertainment.com

Check it out!!



Namco announces change in customer service contacts.

Effective Monday May 8, 2006. Namco Customer Service will have a new contact number in which to provide continued support of Namco products.

New Contact Phone Number: (630) 238-2248

Follow the Automated attendant:

Press 1 for a Company Directory

Press 3 for Technical Support

Press 4 for Parts Sales

The fax line for parts and service remains the same at (480) 436-9554.

Letter from Skeeball in Phoenix (NSG)

The Phoenix Customer Service Department will be relocated to the corporate headquarters in Chalfont, Pa between 06/05/06 and 06/16/06. During this transitional time, we are asking for your patience and understanding as we anticipate some interruption of service. It may be a good idea to stock up on some of the common failure items in advance of the relocation period.

Beginning 06/05/06 all RMA's will be handled by Customer Service in Chalfont, PA.

Beginning 06/12/06 all parts and services will be handled by the Chalfont Service department.

As a reminder, the Chalfont service number is (215) 997 8900 and service hours are 8:00 am to 5:00 pm EST.

Thanks in advance for your understanding during this transition period and if you have any questions please feel free to contact Dennis Keeny at (215) 997-8900 ext 45.

CEC Entertainment

Where a Kid
Can be a Kid!

CEC FOCUS

Chuck E. Cheese's

May 19, 2006

thought of the week...



Determination gives you the resolve to keep going in spite of the roadblocks that lay before you.

Denis Waitley

Inside this issue:



Make Magical Hospitality Raleigh, NC #636 Southern Region ~ Jeremy Goodman's District Great Leadership From GM ~ Dean Donahue

I am writing to express the OUTSTANDING experience I had at your Raleigh Chuck E. Cheese's, on Saturday, May 6th, at 6pm. The Manager on duty, **Jason**, was extremely helpful and all around great. We were celebrating my son's 5th birthday party with around 16 people and had not made a reservation. I could see the store was extremely busy when I walked in and I think he could see I was a little overwhelmed. He helped me in setting up a table in the birthday room for my party and even gave us some tablecloths and a stand to write our sons name on. Then, he presented my son with a balloon and crown and gave him 5 tokens for his birthday. The food was very good; the employees were all very helpful, and being so busy the store was surprisingly clean. I and my son, as well as all my guests, had a great time. We loved all the new games and rides and my son really enjoyed the rollercoaster game, what a blast!! Jason even made sure Chuck E. came over to our party to say hi to my son and all our guests while we sung our birthday song. Then before leaving Jason offered to let my son pick out his favorite ice cream as a birthday treat. We have been to a lot of child friendly places and NEVER had such an amazing experience as we did at your Raleigh Chuck E Cheese's. My son is still talking about how awesome his birthday was. Thank You for everything!! You have one great manager In **Jason**!!!!!!

Magical Hospitality

Magical Hospitality Albuquerque, NM #332
Western Region ~ Louis Deignan's District
Great Leadership From GM ~ Michael Bottoms



On May 1st we celebrated my son's 5th birthday at the **Albuquerque** Chuck E. Cheese's and it was the most awesome experience we have ever had. The parents enjoyed it and the kids are still talking about. Our birthday hostess, **Marla** was incredible! She was on top of things and really got the kids involved in the show. **Mike, Eden**, and the rest of the employees were great and very helpful whenever we needed something and kept checking on the party. **Mike** came to our table several times even when it was busy. I can guarantee we will have many celebrations there in the future.

Thanks you guys!
Tallia & Andrew V.

Entertainment News



April 2006 Version 2

All locations will be receiving a 'Version 2' of the April 06 Show very soon. Once received, go ahead and switch it out and send your original April 06 Show back to the Entertainment Department (marked with your store #). Why the switch? We've got an exciting cross promotion happening with Kraft Mac & Cheese that starts up June 1st that should bring in lots of guests!

Thanks for making the magic happen out in the field!



Compliments

Week Ending May 14, 2006

Midwest Region:
847

Western Region:
332, 375, 708

Southwest Region:
3~399, 591

Northern Region:
478, 464, 740, 537

Southeast Region:
365, 541, 636, 79

Complaints

Week Ending May 14, 2006

Midwest Region:
63, 687, 2~58, 794, 713

Western Region:
465, 315, 2~413, 445, 558, 3~405

Southwest Region:
31, 304, 580, 583, 888, 962, 733, 310

Northern Region:
752, 2~464, 2~481, 505, 526, 2~557, 530, 763

Southeast Region:
532, 770, 939, 966, 121, 636, 616, 690, 424, 79, 403, 50, 330

WEEK 19

TOP TEN SALES VOLUME

	LOCATION		VOLUME
1	446	Bell /Los Ang	$71,400
2	418	Sun Valley /Los Ang	$61,720
3	522	Brooklyn, New York	$51,975
4	377	Lynwood, Ca	$51,545
5	523	Bronx, New York	$50,669
6	634	Glendale	$49,906
7	438	Kendall, Fl	$49,400
8	456	Skokie /Chicago	$48,772
9	453	Ventura /Los Angeles	$46,901
10	465	Torrance /Los Angeles	$46,211

TOP TEN SALES INCREASE

LOCATION		% INCREASE
415	San Bernardino /Los	39.7%
471	Newington (Nh) /Bost	36.6%
480	Middletown	36.6%
691	Houston-Pasadena	35.7%
488	Burlington /Boston	27.1%
655	Cedar Falls	24.3%
479	Natick /Boston	23.5%
360	Peoria	21.4%
459	Worcester /Boston	21.4%
401	Gaithersburg /Wash, DC	21.1%

MAY 21, 2006 Coupon Promotion



All stores will be participating in an FSI coupon promotion on April 30. Coupons will expire on May 21, 2006. Below is a detailed list of coupon offers by market.

SUPER FUN FAMILY PACK - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $19.99 WITH COUPON	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens Can be used with other offers	**$9.99 LARGE PIZZA** Buy any Large Pizza with 1 topping for only $9.99	**BIG BLAST PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $29.99 WITH COUPON

MARKETS:

ABILENE
ALBANY, GA
ATLANTA
AUGUSTA
AUSTIN
BATON ROUGE
BILOXI/GULFPORT
BIRMINGHAM
BOWLING GREEN
CEDAR RAPIDS
CHARLESTON, WV
CHICAGO
CLEVELAND
COLORADO SPRINGS
COLUMBIA, MO
COLUMBIA, SC
COLUMBUS, GA
CORPUS CHRISTI
DALLAS/FT. WORTH
DENVER
DETROIT
FLINT/SAGINAW
FORT SMITH
GRAND JUNCTION
GRAND RAPIDS
GREENVILLE, SC
HOUSTON
HUNTSVILLE
INDIANAPOLIS
JACKSON, TN
KANSAS CITY
LITTLE ROCK
LOS ANGELES
MEMPHIS
MIAMI
MILWAUKEE
MINNEAPOLIS
MOBILE/PENSACOLA
NASHVILLE
NEW ORLEANS
OKLAHOMA CITY
ORLANDO
PALM SPRINGS
PHOENIX
PITTSBURGH
PORTLAND, OR
RALEIGH/DURHAM
SAN ANTONIO
SAN DIEGO
SAVANNAH
SHERMAN
SHREVEPORT/TEXARKANA
TAMPA/ST. PETE
TULSA
TYLER/LONGVIEW
WEST PALM
WICHITA FALLS

SUPER FUN FAMILY PACK - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $20.99 WITH COUPON	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens Can be used with other offers	**FUN TIME PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY $23.99 WITH COUPON	**BIG BLAST PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $29.99 WITH COUPON

MARKETS:

ALEXANDRIA
AMARILLO
ANCHORAGE
BAKERSFIELD
BALTIMORE
CINCY
DAVENPORT, IA
DOTHAN
EL PASO
GREEN BAY
HATTISBURG
LA CROSSE
LAFAYETTE
LAKE CHARLES
LANSING
LEXINGTON, KY
LINCOLN
LUBBOCK
MACON
MCALLEN/BROWNSVILLE
MONTGOMERY
NEW YORK
NORFOLK/VA BEACH
OLYMPIA
OMAHA
ROCKFORD, IL
SALINAS/MONTEREY
SALISBURY, MD
SAN FRANCISCO
SANTA BARBARA/SANTA MARIA
SEATTLE
SPRINGFIELD, IL
TOLEDO
VICTORIA
WASHINGTON DC
WACO

SUPER FUN FAMILY PACK - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $21.99 WITH COUPON	**BUY 50 TOKENS** **GET 50 TOKENS FREE** Get a total of 100 tokens Can be used with other offers	**FUN TIME PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY $24.99 WITH COUPON	**BIG BLAST PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $30.99 WITH COUPON

MARKETS:

ALBANY, NY	FRESNO/VISALIA	LOUISVILLE	SACRAMENTO
ALBUQUERQUE	GREENVILLE/NC (JACKSONVILLE)	PHILADELPHIA	SPRINGFIELD, MA
BINGHAMPTON	HARRISBURG, PA	PORTLAND, ME	ST. LOUIS
BOSTON	HARTFORD	PROVIDENCE	SYRACUSE, NY
CHARLOTTE, NC	JACKSONVILLE, FL	RICHMOND	TOPEKA, KS
COLUMBUS, OH	JOHNSTOWN/ALTOONA	ROCHESTER	

SUPER FUN FAMILY PACK - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $19.99 WITH COUPON	**BUY 50 TOKENS** **GET 50 TOKENS FREE** w/ any food purchase Get a total of 100 tokens Can be used with other offers	**$9.99 LARGE PIZZA** Buy any Large Pizza with 1 topping for only $9.99	**BIG BLAST PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $29.99 WITH COUPON

*****PLEASE NOTE THAT THIS "BUY 50 GET 50" COUPON MUST BE USED WITH A FOOD PURCHASE*****

MARKETS:

BEAUMONT	DAYTON/SPRINGFIELD	KNOXVILLE	SOUTH BEND
BOISE, ID	DES MOINES, IA	PEORIA	SPRINGFIELD, MO
BUFFALO	EVANSVILLE	RAPID CITY	TRI-CITIES/JOHNSON CITY
CHARLESTON, SC	FT. WAYNE	SIOUX CITY	WICHITA, KS
CHATTANOOGA, TN	JOPLIN	SIOUX FALLS	

SUPER FUN FAMILY PACK - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 30 tokens ONLY $19.99 WITH COUPON	**BUY 50 TOKENS** **GET 50 TOKENS FREE** w/ any food purchase Get a total of 100 tokens Can be used with other offers	**FUN TIME PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens ONLY $23.99 WITH COUPON	**BIG BLAST PACK** - 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 100 tokens ONLY $29.99 WITH COUPON

*****PLEASE NOTE THAT THIS "BUY 50 GET 50" COUPON MUST BE USED WITH A FOOD PURCHASE*****

MARKETS:

ERIE	RENO	WILKES BARRE/SCRANTON
GREENSBORO/WINSTON SALEM	ROANOKE, VA	YOUNGSTOWN
MADISON	VEGAS	

SUPER BUFFET SAVER Get 5 free tokens with each buffet purchase

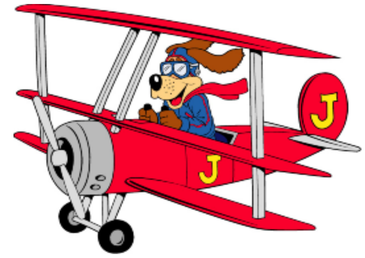
MARKETS:
MIDLAND, TX



Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

Coupon Info



On May 24, 2006, we will be launching our monthly email campaign to guests who have signed up to receive coupons through our Chuck E-Club Newsletter. These 2 offers will be the following coupons below with an expiration date of June 18th, 2006. (These are the same offers sent in February and March 2006).

Due to the feedback we have heard on gas prices, we are also sending an additional bonus offer for 12 Free Tokens. We will advertise this as a $3 gas rebate for making the trip out to Chuck E. Cheese's payable in tokens.

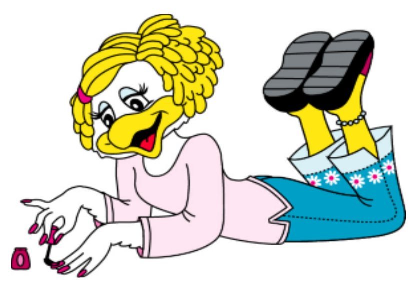
Coupon #1	Coupon #2	Bonus
Offer		
$19.99	$12.50	12 Free
Tokens		
Large 1-2 Topping Pizza	Buy 50 Tokens Get 50 Free	Coupon
Code #318		
4 Drinks	Coupon Code #321	

Merchandise Tips

Dennis Foland will be closed MON 5/29

If your order day is regularly on Sunday, you can place it early on Thursday 5/25 and it will ship on Friday 5/26. If you place your order on Sunday 5/28, it will not ship out until Tuesday 5/30.

New Category Change



The 30tix Magnet Prize has now changed to the
30tix "Scary" Prize.
The item number is staying the same, 55573.
**Once you are running low on magnets,
order the "Scary" prize on your next DFI order.**

Human Resources Corner

What are the procedures to be followed when an employee turns in their notice or is termed?

The employee's name needs to be removed from the Aloha System and a termination code entered.

YOU MUST CHOOSE A CODE that accurately states the reason for the employee's termination. The termination codes are provided for you in the system. If the employee was actually dismissed, you should select a termination code based upon the final action or behavior leading up to the dismissal.

> Example: A cast member was insubordinate so the manager decides they are going to term the employee for insubordination. However, the employee walks out during their shift prior to the termination. The proper term code would be No. 22 job abandonment.

The employee's I-9 needs to be pulled and placed inside their personnel file and the entire file should be sent to Human Resources. Also, be sure to comply with your state requirements regarding the return of Work Permits and Proof of Age forms. This should happen within 2 weeks of the date of separation.

You should contact your Human Resources Manager if you are uncertain of the proper termination code to use. It is important that proper steps be taken to terminate an employee from the system with the correct code. **Termed employees should never be allowed to remain in the system to automatically term at the end of 45 days.**

Congratulations to Steve Riggs and Jim Hamblen on the results of their DOL audit!!!! The Knoxville, TN location is 100% in compliance with state requirements.

Restaurant Owner Arrested on Immigration Charge

U.S. Immigration and Customs Enforcement (ICE) special agents arrested one of the owners of a Mexican restaurant in St. Joseph, Missouri, on a charge that he knowingly hired illegal aliens to work at his restaurants.

The agents arrested Julio Zapala-Urbina, co-owner of Julio's Mexican Restaurants in St. Joseph and Cedar Falls, Iowa. ICE agents also conducted administrative arrest of nine illegal aliens at his St. Joseph restaurant and 12 illegal aliens at his Cedar Falls restaurant.
The agency says it has stepped up its efforts to enforce immigration laws at worksites. The agency has announced a number of arrests in recent weeks.

"Businesses who knowingly employ illegal aliens are on notice that they will be criminally prosecuted," says Pete Baird, assistant special agent-in-charge of the ICE Office of Investigations in Kansas City. "Using ICE's unique immigration and customs law enforcement authorities, we'll also make every effort to seize all assets that may be associated with the illegal activity."

According to the criminal complaint, many of the employees never completed any paperwork or produced any documentation indicating that they were legally authorized to work in the United States. Since 1986, all newly hired employees must complete Form I-9 in which they declare their citizenship. The I-9 also indicates what documents they used to prove their legal work status.

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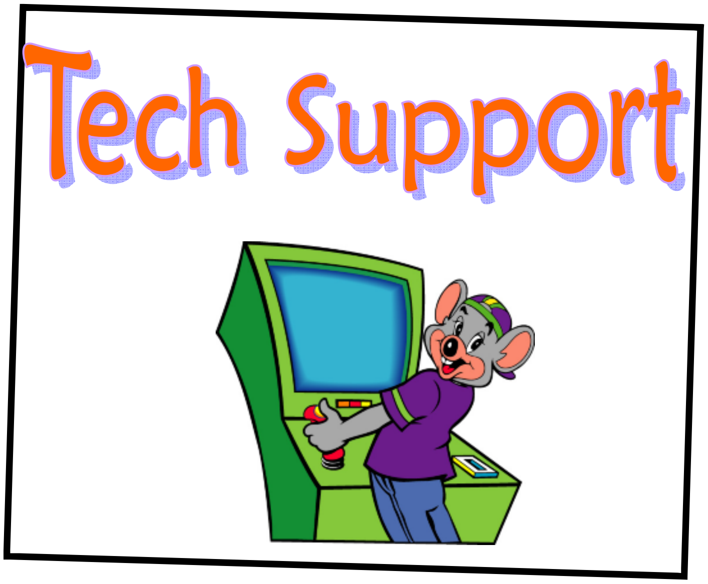
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Memo Park Big Foot Ride

If you have fluid leaking from your fill cap on the top of the reservoir, please make sure that you have not needed too much fluid. The reservoir tank should only be filled 2 inches from the top of the tank. Also do not use a brass square plug for the reservoir tank cap because the reservoir will not be allowed to vent properly, use only the original vented cap that came with the ride. The vented refill cap for the reservoir can be ordered from the SPT Parts Department, part # MP-0394M

If you need to add or replace the fluid for the Hydraulic pump, please use the following fluid:

Mobil ATF Dextron III,
Grainger's Part #5XB55,
It should cost about $2.49 a quart.



TECHNICAL SPECIFICATIONS

Item	Automatic Transmission Fluid
Viscosity (SUS @ 100 F)	7.4
Flash Point (F)	356
Pour Point (F)	-45
Container Size	1 Quart
ISO Viscosity Grade	36.5
Standards	Ford Mercon ATF, GM Dexron III H Specification, Ford ESP-M2C166H, Ford ESP-M2C138CJ

Andamiro Western Train

It is very important that if you replace the power supply in your game that you verify whether or not you have a step up transformer in your game. Some games have step up transformers that change the input power to the power supply from 120 volts AC to 220 volts AC. If you are not getting the proper output voltage from your power supply, that may be the issue.

Also remember to visit the SPT Technical Support Web site at
www.bbs.cecentertainment.com
for past technical updates.

CEC Entertainment

Where a Kid
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CEC FOCUS

Chuck E. Cheese's

May 26, 2006

thought of the week...



If you doubt you can accomplish something, then you can't accomplish it. You have to have confidence in your ability, and then be tough enough to follow through.

Rosalyn Carter

Inside this issue:

Make Magical Hospitality Portland, ME #625
Northern Region ~ John Connolly's District
Great Leadership From GM ~ Jeffrey Mitchell

Today was my grandson's third birthday and his mom went into labor with his new baby sister. I had my grandson and wanted to make his birthday really special. I have been to the **South Portland, Maine** Chuck E. Cheese's twice before and really loved my experience. So that is where we chose to go... Your manager went out of his way to make our day a delightful and very memorable. At one point, I was carrying out an armload of presents and the manager jumped over the counter, ran to the door and opened both for me. At another time, he went out of his way to ask if everything went alright at the birthday party. Later, my grandson's balloon flew up in the sky, I went in to purchase another one, and the manager just gave him one. I never got the manager's name but he and everyone else at Chuck E. Cheese's was awesome. The place was so clean, the food was great. Just thought someone should know!!! Outstanding job!!! I will recommend you guys to every one!!!! I just had to write and tell you how wonderful our day was.



Sincerely,
Betty Lee

Magical Hospitality



Magical Hospitality West Des Moines #958
Midwest Region ~ Bill Simmon's District
Great Leadership From GM ~ Dave Dawson

On May 19th, we had booked my daughter's party at the **Des Moines** Chuck E. Cheese's. My compliment is mostly concerning an employee named **Addy**. She made my daughter feel like a princess. She also sat down with my husband and I to explain exactly what happened at various times so that we would not miss anything. My daughter had her crown taken from our table and **Addy** got another, etc. She was always available and even at one point said "You are my priority" as I apologized for asking for something else! I did mention her to the manager at that location, but wanted to go further with the compliment. This young lady should be watched by your agency for promotion. By the way, I am not related to **Addy**, nor had I met her before! Anyway, **Addy** was our hostess, but overall the whole place was clean and friendly. Thanks for a great birthday!!!!

Barb Oslakovic

Human Resources Corner



Social Security Number Validation

As you may remember, in December quite a few of our stores received a list of employees that had issues with incorrect or invalid social security numbers. Last month CEC submitted the entire payroll roster to the Social Security Administration once again to review any issues that may result in fines and penalties based on incorrect or invalid social security numbers. Within the next two to three weeks, each store that had employees who had incorrect or invalid social security information will be receiving a new list to clean up and correct.

Please ensure that you are calling in all your new hires to the Social Security Administration prior to orientation at 1(800) 772- 6270. Any locations that need a new laminated Poster for these call-in procedures, please call PJ Grisham at ext. 5433.



Compliments

Week Ending May 21, 2006

Midwest Region:
85, 713, 958

Western Region:
373, 634

Southwest Region:
857, 668, 749

Northern Region:
459, 625, 480

Southeast Region:
118, 385, 602

Complaints

Week Ending May 21, 2006

Midwest Region:
456, 63, 796, 326, 103, 873, 82, 948

Western Region:
418, 634, 428, 2~115, 558

Southwest Region:
31, 570, 591, 732, 963, 563, 416, 562

Northern Region:
542, 479, 526, 496, 527, 511, 553, 740, 557, 537

Southeast Region:
968, 967, 64, 117, 664, 705, 636, 616, 614, 66, 681, 434, 681, 965

WEEK 20

TOP TEN SALES VOLUME

	LOCATION	VOLUME
1	#446 Bell /Los Ang	$78,655
2	#418 Sun Valley /Los Ang	$70,357
3	#523 Bronx, New York	$64,757
4	#522 Brooklyn, New York	$62,594
5	#377 Lynwood, Ca	$59,077
6	#438 Kendall,Fl	$58,210
7	#634 Glendale	$57,309
8	#420 Brandon /Tampa	$57,045
9	#465 Torrance /Los Ang	$55,482
10	#439 National City /San D	$54,122

TOP TEN SALES INCREASE

	LOCATION	% INCREASE
#935	Austin-Ben White	34.9%
#738	Sharonville /Cinci	35.4%
#709	Lake Charles	35.7%
#38	Rockwall, Tx	36.2%
#535	Bridgeville	36.3%
#39	Charlotte/Albemarle	37.3%
#941	Muncie, Indiana (Sma	39.0%
#743	Mentor	48.9%
#534	Johnstown, Pa (Small	53.8%
#415	San Bernardino /Los	62.8%


06/06
1.800.224.8257
06/06
Harassment is NOT Allowed
Treat fellow Cast Members with respect & dignity.
Trate a sus compañeros de trabajo con respeto y dignidad.
STOP!
Don't make inappropriate comments or jokes
1.800.224.8257
Acoso NO se Permite
If you feel that you or a co-worker are being harassed, call 1.800.224.8257.
Si piensa que usted o un compañero de trabajero son acosado llame al 1.800.224.8257.
Behave in a professional, business-like manner.
Comportese profesionalmente a la manera de los negocios.
06/06
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06/06

Harassment is NOT Allowed

Acoso NO se Permite



BACKGROUND INFORMATION

Unfortunately, there may be problems of unwanted sexual advances in the workplace. Our company strictly prohibits any form of sexual harassment. To meet the goal of preventing sexual harassment, Cast Members need to understand what it is, why it cannot be permitted, and what to do if it happens.

INFORMACIÓN PREVIA

Desafortunadamente, pueden darse problemas de avances sexuales no deseados en el centro de trabajo. Para lograr la meta de prevenir el acoso sexual, los empleados tienen que entender qué es lo que esto significa, porqué no puede permitirse y qué hacer cuando sucede.

WHAT TO DO

- Behave in a professional, business-like manner.
- Stop immediately if a co-worker has told you they are offended by your comments or actions.
- Use proper names, not "playful" nicknames.
- Treat fellow Cast Members with respect and dignity.
- Never make suggestive sexual remarks.
- Never tell sexually related jokes.
- Never ask about sexual behavior.
- Never request sexual favors.
- Never display sexually explicit materials.
- Never discuss sex at work.
- If you feel that you or a co-worker are being harassed, call 1-800-224-8257.

QUÉ HACER

- Compórtese profesionalmente a la manera de los negocios.
- Deténgase inmediatamente si un compañero de trabajo le dice que se siente ofendido por sus comentarios o acciones.
- Use nombres propios, no sobrenombres humorísticos.
- Trate a sus compañeros de trabajo con respeto y dignidad.
- Nunca haga observaciones sexualmente sugestivas.
- Nunca cuente bromas relacionadas al sexo.
- Nunca pregunte sobre conducta sexual.
- Nunca solicite favores sexuales.
- No muestre material explícitamente sexual.
- Nunca converse sobre sexo en el trabajo.
- Si piensa que usted o un compañero de trabajero son acosado llame al 1-800-224-8257.

CHUCK E. CHEESE'S

Merchandise Tips

New CEC Plush

<u>$6.99 CEC Hoodie Bear</u>

<u>To Start You Off:</u>

12ea of the $6.99 CEC Hoodie Bears will be added to your next DFI order. (item # 54198)

<u>Where to Display:</u>

Med, Lg, XLg walls: display the bear where the $19.99 Mushables currently are in the center of the wall. (above the gumball machines and below the $11.99 ball, see below on new placement of Mushables)





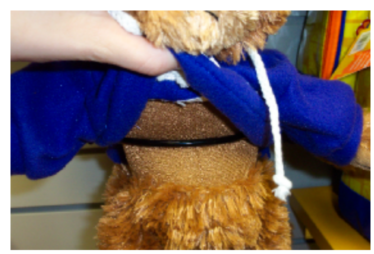
Sm walls: display the bears in the middle plush display on the right side of the $39.99 Super Chuck E.

<u>To Display:</u>

1) Hang 3 bears on the wall using a ball holder. Place the 1st one in the back. Place the second two in the ball ring.



2) Make sure the ball ring is on the inside of the bear's shirt. This allows the bear to appear like it is hanging.



Moving the $19.99 Mushables:

For Med, Lg, and XL walls the $19.99 Mushables are now going to be displayed on a shelf. Squish three of the Mushables in a fun way on the lowest right hand shelf.



Merchandise Tips

5000 Telescope Standard for M, L, XL Walls

- The NEW standard for 5000 tix is the 54157 Telescope.
- They are large so order only one at a time.
- Due to size, SM walls do not have a 5000 tix standard.



Current review of High End Standards:

800 Mohawk

1000 Jumbo Puffer Ball, 1000 Licensed Bag

1500 Dolphin Mobile

2000 Tootsie Roll Pillow

3000 R/C Car

5000 Telescope (M, L, XL only)

Keep a watch for updates on 1500 and 4000 standards

Purchasing Notes

Mclane News you can use…



1) ****NEW PROCESS** Mclane Invoice Import**
You no longer need to enter the Mclane invoice manually.
You no longer need to balance any Mclane Purchase Order Receipts.
You do not need to import the Mclane price book.
You no longer need to do any Mclane Vendor Item Maintenance.
All of your unit prices on the Stock Value report will be correct for Mclane items.

You should have received an email from Steve Kooker a few weeks ago explaining this new feature. If you have any questions please call the POS department.

2) **Mclane Web Ordering**
We now have 300 restaurants on Mclane Web Ordering. If you do not have it yet, you will by Mid-June. If you have any questions or feedback in regard to the new web ordering system, please call the Purchasing department.

3) **Toilet Tissue**
Please make sure that you are ordering item 462457 "Toilet Tissue 2 ply." The new price is $23.73 per case (a 17.5% reduction).

4) **Jalapeños**
Please make sure that you are ordering item 892828 "Jalapeños." The new price is $20.55 for 4 / 1 gallons. This is $5.14 per gallon, a 30% reduction on average.

5) **Ordering Deadline**
Your order deadline is 11:00 a.m. two days before your delivery day. If you do not order by the deadline you will be subject to receiving your order up to three days late and/or paying $200+ for a special delivery. If you have any questions regarding your order deadline please call the purchasing department.

Marketing Notes

NEW Table Tent Inserts

Be on the lookout for 3 New Table Tent Insert Messages that will be shipped to you the week of May 29 – June 2. Please update these materials upon receipt.

Tray Liners

As support for our upcoming cross promotion with Kraft Mac N Cheese you will be receiving several cases of tray liners.

Upon receipt, place one tray liner on each tray and continue to use until your inventory is depleted. There will be no re-orders on this item.

These materials are being provided to your location at no charge. Should you have any questions please contact Brenda Holloway @ 972/258-4222.

Marketing Notes

Price Changes in Route

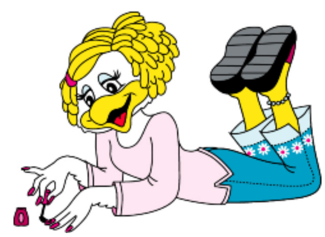
You have probably heard from your AD/DM that price changes are in route to all US locations. Below is a timeline to help you in planning.

Friday, May 26 – an in depth packet will leave the support center with all the specific information. Be sure to read and communicate with your team.

Monday, June 12 – 2 packages per location will leave the Dallas area via 2 day shipment.

Tuesday – Wednesday, June 13-14 – all locations will receive both packages. Be on the lookout for these so they don't get placed in storage. Check all materials upon arrival.

Thursday, June 15 – **IMPLEMENTATION DAY** – all new prices will load into your system and will activate upon your POS system start up this morning. Be sure you are ready! This is the first time we have implemented this way so it is critical that everyone is ready to go!



Your Role:

Be sure to communicate to all team members so everyone is ready to go on June 15. In addition to price changes we will change our add a pizza offering. Be sure everyone is trained and ready to go on this! (Details in the packet you will receive next week.)

Use this time to freshen all your price related materials. Light bulbs for the menu boards should be changed annually. If yours are older, have these on hand to change on the 15th.

Thanks in advance for your help in making this a GREAT implementation!

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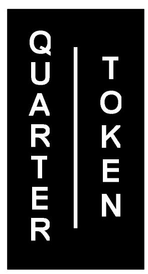
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Tech Support



The Technical Support web site (bbs.cecentertainment.com) has the coin door button inserts sheets available for download should you need them.

Buttons with built in slots



Buttons without built in slots



Midway Artic Thunder Game

The SPT Technical Support Department supplies replacement Hard Drives for the main Computer found in the game. We also can now repair the Computer as well. If your game computer will not boot up at all and there is no video output, most likely the main motherboard has failed. Please call the SPT Technical Support Department at **785 862 6002**, for instructions on sending the computer in to us for repair.



Other Hard Drives available are:

Slide IT (Global VR)

Rush The Rock (Atari)

San Fransisco Rush Extreme (Atrai)

Coloring Book R06 586 Mother board (Coastal Amusements)

Coloring Book R09 630 Mother board (Coastal Amusements)

Coloring Book R11 623 Motherboard (Coastal Amusements)

Racing Jam (Konomi)

Studio C Computer (show)

Chatty CEC 623 Motherboard or 626 motherboard. (Coastal Amusements)

Artic Thunder (Midway / Atari) 40G

California Speed (Midway / Atari)

CHUCK E. FOCUS - MAY 2006 ISSUES
(FOUR ISSUES - 5/5/06, 5/12/06, 5/19/06, 5/26/06)

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